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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	ATTORNEY DOCKET NO. CONFIRMATION NO	
10/648,128	08/26/2003	lan Jeffrey Obstfeld	7433-A-1 3192		
7	590 10/13/2004		EXAMINER		
Jordan M. Meschkow			PUROL, SARAH L		
Meschkow & Gresham, PLC Suite 409			ART UNIT	PAPER NUMBER	
5727 North 7th Street Phoenix, AZ 85014			3634		
			DATE MAILED: 10/13/2004		

Please find below and/or attached an Office communication concerning this application or proceeding.

1.5. Patent and Trademark Office PTOL-326 (Rev. 1-04)	Office Action Summ	nary Pa	art of Paper No./Mail Date 20041001		
Attachment(s) 1) Notice of References Cited (PTO-892) 2) Notice of Draftsperson's Patent Drawing Review 3) Information Disclosure Statement(s) (PTO-144) Paper No(s)/Mail Date 8/26/03.		4) Interview Summary Paper No(s)/Mail D 5) Notice of Informal F 6) Other:			
3. Copies of the certified copies application from the Internation * See the attached detailed Office and the internation from the In	ies of the priority docun ational Bureau (PCT Ro	nents have been receivule 17.2(a)).	ed in this National Stage		
12) Acknowledgment is made of a cla a) All b) Some * c) None o 1. Certified copies of the prio 2. Certified copies of the prio	f: rity documents have be	een received.			
Priority under 35 U.S.C. § 119					
9) The specification is objected to be 10) The drawing(s) filed on 26 Augus Applicant may not request that any of Replacement drawing sheet(s) included the 11) The oath or declaration is objected.	t 2003 is/are: a)⊠ according to the drawing(s) ding the correction is requ	be held in abeyance. Se sired if the drawing(s) is ob	e 37 CFR 1.85(a). ojected to. See 37 CFR 1.121(d).		
Application Papers		·			
5) ☐ Claim(s) is/are allowed. 6) ☑ Claim(s) <u>1,2 and 4-20</u> is/are rejected to. 8) ☐ Claim(s) <u>3</u> is/are objected to. 8 ☐ Claim(s) are subject to reserved.		requirement.			
4a) Of the above claim(s)		consideration.			
4) Claim(s) is/are pending in	the application				
Disposition of Claims	actice under Lx parte d	Ruayie, 1933 C.D. 11, 4	33 O.G. 213.		
3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under <i>Ex parte Quayle</i> , 1935 C.D. 11, 453 O.G. 213.					
2a) ☐ This action is FINAL. 2b) ☑ This action is non-final.					
1) Responsive to communication(s)	filed on				
Status					
A SHORTENED STATUTORY PERIOR THE MAILING DATE OF THIS COMM - Extensions of time may be available under the provis after SIX (6) MONTHS from the mailing date of this of - If the period for reply specified above is less than this - If NO period for reply is specified above, the maximu - Failure to reply within the set or extended period for Any reply received by the Office later than three more earned patent term adjustment. See 37 CFR 1.704()	UNICATION. sions of 37 CFR 1.136(a). In no communication. rly (30) days, a reply within the sl attatutory period will apply and reply will, by statute, cause the a oths after the mailing date of this	event, however, may a reply be ti latutory minimum of thirty (30) da will expire SIX (6) MONTHS fron pplication to become ABANDON	mely filed ys will be considered timely. In the mailing date of this communication. ED (35 U.S.C. § 133).		
Period for Reply			·		
The MAILING DATE of this comm	Sarah F		3634 correspondence address		
Office Action Summary	- Laurini		Art Unit		
Office Action Comments	10/648,	128	OBSTFELD ET AL.		
	Applica	tion No.	Applicant(s)		

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The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless -

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

Claims 1,4,5,7,8,9,10,11 are rejected under 35 U.S.C. 102(b) as being clearly anticipated by Hessell et al. d465353. See figure 1. Note left and right panels bottom panel, oblique top panel. Note panels of one-piece construction. Note back panel. Note boxes (labels could be attached to face). Note interior space. Note eyeglasses supported thereon. Units can clearly be wall mounted but specific mounting means is not shown.

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

Claim 2 is rejected under 35 U.S.C. 103(a) as being unpatentable over Hessell et al. in view of Broersma 2,532,600. Broersma supplies the teaching of dividers. See element 19. To provide Hessell with dividers to better display a variety of differing types of eyeglasses would have been obvious for one having ordinary skill in the art.

Claim 6 is rejected under 35 U.S.C. 103(a) as being unpatentable over Hessell et al. in view of Breining et al. Breining et al. supply the teaching of back wall mounting holes for the purpose of mounting the eyeglass display to a wall. To use this specific mounting means with Hessell et al. would have been obvious for one having ordinary

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skill in the art at the time of the invention. Hessell's mounting means to a wall is not specifically shown. Breining's teaching would serve (same art).

Claims 12-20 are rejected under 35 U.S.C. 103(a) as being unpatentable over Brozak, Jr. 6443317 in view of Hessell. Brozak, Jr. teaches left and right frames 14 onto which mirror 16 is mounted. Indicia is mountable at 10. Eyeglass display units are shown at 2. To substitute the Hessell displays for 2 for the purpose of holding more eyeglasses would have been obvious for one having ordinary skill in the art at the time of the invention.

Claim 3 is objected to as being dependent upon a rejected base claim, but would be allowable if rewritten in independent form including all of the limitations of the base claim and any intervening claims.

All art cited by applicant has been considered.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Sarah Purol whose telephone number is 703-308-3766. The examiner can normally be reached on Wednesday and Thursday. number for the organization where this application or proceeding is assigned is 703-872-9306.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov.

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Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

Patent Examiner

AU 3634